

**REMARKS**

Claims 1-9 are pending in the subject application. Claims 1 and 3-9 are rejected as unpatentable over STURGEON (US 6,064,385), in view of SCHONER (US 6,493,506). Claim 2 is rejected as unpatentable over STURGEON, in view of SCHONER and further in view of DURDEN (US 2004/0261099). In an effort to expedite the prosecution of the subject application and without in any way conceding as to the substance of the rejections, Applicant has amended claims 1 and 8-9. Support for the amendments can be found at, for example, paragraph nos. 25, 31, and 35 of the subject application as filed. No new matter has been added. In view of the amendments and the following remarks, Applicant requests reconsideration of the subject application.

Claim 1 specifies that multiple, first presentation settings, as specified by a first user, are coordinated with “respective ones of multiple, first portions of said audio/video program” and with the first user, and that multiple, second presentation settings, as specified by a second user, are coordinated with “respective ones of multiple, second portions of said audio/video program” and with the second user. By coordinating the first presentation settings and the second presentation settings with respective portions of the audio/video program and with respective ones of the first user and the second user, subsequent playback of the audio/video program can be customized for the first user and the second user on a fine-grained level, such as when scenes change or characters move. In particular, the first presentation settings are retrieved “during a subsequent playback session of said audio/video program for said first user,” and are selectively applied to “respective ones of said first portions of said audio/video program,” such that “said first presentation settings are synchronized with respective ones of said first portions of said audio/video program during said subsequent playback session for said first user.” And, the second presentation settings are retrieved “during a subsequent playback session of said audio/video program for said second user,” and are selectively applied to “respective ones of said second portions of said audio/video program,” such that “said second presentation settings are synchronized with respective ones of said second portions of said audio/video program during said subsequent playback session for said second user.”

STURGEON fails to teach or suggest the coordination of multiple presentation settings with respective portions of an audio/video program and the selective application of those

presentation settings to those portions of the audio/video program during a subsequent playback session. STURGEON's user interface 550 allows the specification of options regarding rating limit 554, audio language 556, subtitle language 558, and video presentation mode 560. *See, e.g.,* STURGEON, FIG. 5B; col. 6, lines 27-31; and col. 8, lines 51-60. However, these options are presumably global parameters to be applied to a current title as a whole, rather than to particular portions of the current title. Stated in another way, STURGEON fails to teach or suggest functionality to track which one of multiple presentation settings should be coordinated with (and applied to) which one of multiple portions of an audio/video program, such that those presentation settings are synchronized with those portions of the audio/video program during a subsequent playback session.

In the Office Action, the Examiner does not dispute that STURGEON's options are global parameters, but apparently argues that the application of certain global parameters during a previous playback session and the application of new global parameters during a current or future playback session correspond to the application of multiple presentation settings to multiple portions of an audio/video program. To address the Examiner's argument regarding different playback sessions, claim 1 has been amended to clarify that multiple presentation settings are selectively applied to respective ones of multiple portions of an audio/video program "during a subsequent playback session of said audio/video program," such that the multiple presentation settings are "synchronized" with respective ones of the multiple portions of the audio/video program "during said subsequent playback session."

The deficiencies of STURGEON are not remedied by the teachings of SCHONER and DURDEN. For at these reasons, the cited references fail to teach or suggest the subject matter that is defined by claim 1. Therefore, claim 1 and its dependent claims 2-9 are in a condition for allowance.

SUMMARY

In view of the foregoing amendments and remarks, it is respectfully submitted that the subject application is now in a condition for allowance. The Examiner is invited to contact the undersigned if there are any residual issues that can be resolved through a telephone call.


The Commissioner is hereby authorized to charge any appropriate fees to Deposit Account No. 50-1283.

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